

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

Greer Margolis Mitchell Burns
Attention: Accounts Payable
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
937946-1	08/26/12	August 2012	07/30/12 - 08/26/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
Obama/D/President	SKED A	1523

Flight Dates	Order #	Alt Order #
08/14/12 - 08/26/12	937946	07893643

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/14/12	08/17/12	NBC Today Show	7-9am	-TWTF--	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -TWTF-- 4 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WXII Tu 08/14/12 8:56 AM NBC Today Show 7-9am :30 OFA12A091H \$800.00 NM 3 WXII W 08/15/12 8:43 AM NBC Today Show 7-9am :30 OFA12A091H \$800.00 NM 1 WXII Th 08/16/12 7:22 AM NBC Today Show 7-9am :30 OFA12A091H \$800.00 NM 2 WXII F 08/17/12 7:22 AM NBC Today Show 7-9am :30 OFA12G086H \$800.00 NM									
2	08/14/12	08/17/12	M-F WXII News @ 430a	430a-5a	-TWTF--	:30	2	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -TWTF-- 2 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/14/12 4:44 AM M-F WXII News @ 430a 430a-5a :30 OFA12P085H \$50.00 NM 2 WXII W 08/15/12 4:43 AM M-F WXII News @ 430a 430a-5a :30 OFA12P085H \$50.00 NM									
3	08/18/12	08/18/12	WXII 12 Sa/Su News at 6-8am		-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 08/18/12 6:40 AM WXII 12 Sa/Su News at 6am 6-8am :30 OFA12G086H \$300.00 NM									
4	08/19/12	08/19/12	NBC Sunday Today	8-9am	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 08/19/12 8:25 AM NBC Sunday Today 8-9am :30 OFA12G086H \$600.00 NM									
5	08/14/12	08/17/12	Live with Regis & Kelly	9-10AM	-TWTF--	:30	4	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -TWTF-- 4 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 08/14/12 9:45 AM Live with Regis & Kelly 9-10AM :30 OFA12P085H \$250.00 NM 1 WXII W 08/15/12 9:51 AM Live with Regis & Kelly 9-10AM :30 OFA12P085H \$250.00 NM 4 WXII Th 08/16/12 9:16 AM Live with Regis & Kelly 9-10AM :30 OFA12G086H \$250.00 NM									

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12	08/20/12	08/20/12	M-F WXII 12 News @ 5 p5-6pm		M-----	:30	1	\$600.00	NM																																																																			
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																							

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.

INVOICE

Send Payment To:



WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
937946-1	08/26/12	August 2012	07/30/12 - 08/26/12
Advertiser	Product	Estimate Number	
Obama/D/President	SKED A	1523	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	08/20/12	08/20/12	M-F WXII 12 News @ 5 p 5-6pm		M-----	:30	1	\$600.00	NM
08/20/12 08/26/12 M----- 1 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/20/12 5:24 PM M-F WXII 12 News @ 5 pm 5-6pm :30 OFA12G086H \$600.00 NM									
13	08/20/12	08/20/12	M-F WXII 12 News @ 6 p 6-630pm		M-----	:30	1	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/20/12 08/26/12 M----- 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/20/12 6:19 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12A093H \$800.00 NM									
14	08/14/12	08/17/12	M-F WXII 12 News @ 6 p 6-630pm		-TWTF--	:30	4	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 -TWTF-- 4 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/14/12 6:23 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12A091H \$800.00 NM 3 WXII W 08/15/12 6:12 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12P085H \$800.00 NM 4 WXII Th 08/16/12 6:27 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G086H \$800.00 NM 2 WXII F 08/17/12 6:21 PM M-F WXII 12 News @ 6 pm 6-630pm :30 OFA12G086H \$800.00 NM									
15	08/18/12	08/18/12	Sa WXII 12 News @ 6 pm 6-630pm;		-----S-	:30	1	\$400.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 -----S- 1 \$400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 08/18/12 6:19 PM Sa WXII 12 News @ 6 pm 6-630pm; :30 OFA12G086H \$400.00 NM									
16	08/19/12	08/19/12	Su WXII 12 News @ 6 pm 6-630pm		-----S	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 -----S 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 08/19/12 Su WXII 12 News @ 6 pm 6-630pm :00 \$500.00 NM See MG 16.2 2 WXII Su 08/26/12 Su WXII 12 News @ 6 pm 6-630pm :00 \$500.00 NM Credited									
17	08/14/12	08/17/12	Inside Edition	7-730pm	-TWTF--	:30	3	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 -TWTF-- 3 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/14/12 7:29 PM Inside Edition 7-730pm :30 OFA12A085H \$800.00 NM 2 WXII W 08/15/12 7:22 PM Inside Edition 7-730pm :30 OFA12A091H \$800.00 NM 3 WXII F 08/17/12 7:12 PM Inside Edition 7-730pm :30 OFA12G086H \$800.00 NM									
18	08/14/12	08/17/12	Entertainment Tonight	730-8pm	-TWTF--	:30	4	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 08/13/12 08/19/12 -TWTF-- 4 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/14/12 7:55 PM Entertainment Tonight 730-8pm :30 OFA12A091H \$600.00 NM 3 WXII W 08/15/12 7:48 PM Entertainment Tonight 730-8pm :30 OFA12P085H \$600.00 NM 4 WXII Th 08/16/12 7:47 PM Entertainment Tonight 730-8pm :30 OFA12A091H \$600.00 NM 2 WXII F 08/17/12 7:40 PM Entertainment Tonight 730-8pm :30 OFA12G086H \$600.00 NM									

INVOICE



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Lehigh Valley, PA 18002-6888

<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
937946-1	08/26/12	August 2012	07/30/12 - 08/26/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Obama/D/President	SKED A	1523	

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
19	08/18/12	08/18/12	Entertainment This Week 7-8pm		-----S-	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -----S- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 08/18/12 7:17 PM Entertainment This Week 7-8pm :30 OFA12G086H \$300.00 NM									
20	08/14/12	08/14/12	AGT	8-10P	-T-----	:30	1	\$2,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -T----- 1 \$2,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/14/12 9:20 PM AGT 8-10P :30 OFA12P085H \$2,800.00 NM									
21	08/14/12	08/19/12	M-Su WXII 12 News @ 11-1135pm		-TWTFSS	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -TWTFSS 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WXII Th 08/16/12 11:32 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12G086H \$800.00 NM 2 WXII Sa 08/18/12 11:09 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12G086H \$800.00 NM 1 WXII Su 08/19/12 11:54 PM M-Su WXII 12 News @ 11 pm 11-1135pm :30 OFA12G086H \$800.00 NM LR - Football									
22	08/14/12	08/17/12	NBC Tonight Show	1135pm-1237am	-TWTF--	:30	2	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -TWTF-- 2 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Tu 08/14/12 12:11 AM NBC Tonight Show 1135pm-1237am :30 OFA12A091H \$300.00 NM 1 WXII Th 08/16/12 12:20 AM NBC Tonight Show 1135pm-1237am :30 OFA12A091H \$300.00 NM									
23	08/14/12	08/17/12	NBC Today Show II	10A-12N	-TWTF--	:30	3	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 -TWTF-- 3 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Tu 08/14/12 11:59 AM NBC Today Show II 10A-12N :30 OFA12A091H \$100.00 NM 3 WXII W 08/15/12 10:51 AM NBC Today Show II 10A-12N :30 OFA12A091H \$100.00 NM 2 WXII F 08/17/12 11:59 AM NBC Today Show II 10A-12N :30 OFA12G086H \$100.00 NM									
Total Spots							52		

Payment Terms 30 Days

<u>Gross Total</u>	\$26,400.00
<u>Agency Commission</u>	\$3,960.00
<u>Net Amount Due</u>	\$22,440.00